



DF-001-001509

Seat No. _____

Third Year B. A. (Sem. V) (CBCS) Examination

March-2022

Functional English : Paper-9

(Introduction to Print Media)

(Old Course)

Faculty Code : 001

Subject Code : 001509

Time : 2 Hours]

[Total Marks : 50

SECTION - A

1 Multiple Choice Questions : 10

1 _____ is the CEO of Facebook.

- (A) Elon Musk (B) Andrew McCoolum
(C) David Wehner (D) Mark Zukerberg

2 _____ is the full form of BCCI.

- (A) The Board of Control for Cricket in India
(B) The Board of Council for Cricket in India
(C) The Board of Council for Chess in India
(D) The Board of Control for Chess in India

3 _____ won Miss Universe award in 2021.

- (A) Nadia Fereira (B) Sushmita Sen
(C) Lalela Mswane (D) Harnaaz Kaur Sandhu

4 Varghese Kurien is known as _____.

- (A) Father of Milk Industry (B) Father of white Revolution
(C) Brand Ambassador of Amul (D) Father of Amul

- 5 Satya Nadela is CEO of _____.
- (A) ICICI (B) Apple
(C) Google (D) Microsoft
- 6 Priyank Chopra's biography is titled as _____.
- (A) Finished (B) Unfinished
(C) Half-Finished (D) None of these
- 7 The World's largest Cricket Stadium is located in _____.
- (A) Melbourne (B) Kolkata
(C) Ahmedabad (D) Raipur
- 8 _____ is the chief minister of Gujarat.
- (A) Bhupendrasinh Chudasama (B) Vijaybhai Rupani
(C) Bhupendrabhai Patel (D) Amit Shah
- 9 Lata Mangeshkar won Padma Bhushan award in _____.
- (A) 1959 (B) 1969
(C) 1979 (D) 1989
- 10 FIFA world cup 2022 will be held in _____.
- (A) Austria (B) Russia
(C) Qatar (D) Brazil

SECTION - B

- 1 (A) Write Short Notes : (any **one**) **05**
- (1) Types of News.
(2) Media Activism
- 1 (B) Define : (any **five**) **05**
- (1) Editor
(2) Copyright
(3) Yellow Journalism
(4) Editing Symbols
(5) Photojournalism
(6) Royalty

- 2** Attempt any **one** of the following questions **10**
- (1) Discuss the elements of News Report.
 - (2) Discuss types of Media.
- 3** Attempt any **one** of the following questions **10**
- (1) Types of Appeal
 - (2) Brand Building through advertising.
- 4** Attempt any **one** of the following questions **10**
- (1) Draft a news report on an accident happened in your main area.
 - (2) Prepare an advertisement on Shine Shampoo.
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